

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

San Francisco Maritime National Historical Park

August 2007

CENTENNIAL INITIATIVE



Site: SAFR

Year: 2007

Vision Statement

The Centennial Initiative and the 100th anniversary of the National Park Service bring unparalleled opportunities for our future. We intend to use the next 9 years to focus our efforts on the conservation of our resources and making them available to the public in ways we have not yet imagined.

San Francisco Maritime National Historical Park is uniquely positioned to accomplish these goals. Located along world famous Fisherman's Wharf, the park attracts a diverse population of tourists and local residents exceeding over 4 million visitors annually.

A national park site since 1978, the park protects what is arguably the most original of the handful of major 19th century sailing vessels preserved in this country - six NHL vessels. The Aquatic Park National Historic Landmark District completed as a WPA project in 1939 - its main building's interior lavishly decorated with the art deco masterpieces of many Bay area artists - serves as a major aquatic recreational area for the Bay area. The park's maritime collections of small craft, artifacts, fine art, archives, historic documents and library materials are the finest and most complete on the West Coast.

However, the park's location, resources, and assets could not reach their highest and best use without the cooperation and collaboration of our many partners and volunteers.

It is through them, that we are able to expand our reach even further. Our cooperating association and friends groups - the San Francisco Maritime Park Association and Friends of the Maritime Library serve to facilitate education programs, volunteer programs, and conservation of our historic resources.

It is our collective vision that, through the Centennial Initiative, we will forge a stronger bond with our communities, educate and provide outreach activities to a greater number of people - on their terms, provide superior experiences, and improve the condition of the nation's most precious treasures.

Park/ Superintendent/ Program Manager

Kate Richardson

Site: SAFR

STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

With over four million visits each year, San Francisco Maritime NHP has many opportunities to demonstrate our resource conservation programs and provide information on the Bay area's other national park units. We will increase the number of daily demonstration programs related to seafaring traditions, historic vessel repair, and historic mural conservation. We will collaborate with the Fisherman's Wharf community and businesses to ensure that the park is interpreting the history of the area and in ways that are informative and fun. We will also improve overall accessibility to park assets and programs. In 2007 we will complete the upgrade of an elevator in the historic district's main facility allowing access to three of its four floors.

☒ The work described currently is supported by OFS and/ or PMIS

Site: SAFR

STEWARDSHIP

☒ Improve the condition of park resources and assets.

☒ Rehabilitate high-priority historic buildings to good condition, and help communities to preserve their history through programs like Preserve America.

San Francisco Maritime will focus efforts over the next few years to rehabilitate, repair and protect high priority assets within the Aquatic Park National Historic Landmark District, including the 1939 Bathhouse Buildings, amphitheatre/bleacher structures, and the 1930s Recreational Pier. Much of this work, particularly the Recreational Pier, will involve the commitment and collaboration of park partners, and city, state, and federal agencies.

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☒ Improve high-priority assets to acceptable condition, as measured by the Facility Condition Index.

San Francisco Maritime NHP will complete its Asset Management Plan in 2007. The plan will help to inform and prioritize work on its higher priority assets and improve their condition.

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☒ Complete all cultural resource inventories for designated priority resources.

The Cultural Landscape Report for the Aquatic Park National Historical Landmark District will be completed and implemented. The List of Classified Structures will be updated regularly.

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Site: SAFR

STEWARDSHIP

☒ Set the standard of excellence in urban park landscape design and maintenance.

☒ Other Park/ Program performance goal(s)

The Aquatic Park National Historic Landmark District is of national significance in architecture and landscape architecture because of its outstandingly thorough and masterful design. The concept of an aquatic park at this locale was first advocated in 1866 by landscape architect Frederick Law Olmsted and came to fruition in the 1930s as a project under the WPA and Federal Arts Project in cooperation with the City/County of San Francisco. The park will complete the District's Cultural Landscape Report in 2007 and will begin to rehabilitate the site to its original concepts.

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Site: SAFR

ENVIRONMENT

☒ Reduce environmental impacts of park operations.

☒ Reduce the environmental impacts of park operations on air and water quality.

San Francisco Maritime NHP will continue its effort to reduce impacts of park operations, incorporate sustainability into its projects, and demonstrate/interpret those efforts to the public. Specific actions include:

1. replace gasoline powered equipment with either battery-operated or bio-diesel/alternative fueled equipment
2. lease hybrid vehicles when appropriate
3. provide bicycles, electric carts, or other environmentally-friendly vehicles to staff and volunteers for in-park transportation
4. convert 1930s boiler heating systems to energy efficient systems
5. convert lighting to T8 fluorescent and install occupancy sensors and timers, where appropriate
6. collaborate with Kimpton Hotel Group on installing solar panels on Argonaut Hotel to offset energy costs at hotel and park's visitor center
7. experiment with wind generation systems
8. provide explanatory signage and include information on interpretive tours

☐ The work described currently is supported by OFS and/ or PMIS

Site: SAFR

RECREATION

☒ Encourage collaboration among and assist park and recreation systems at every level—federal, regional, state, local—to help build an outdoor recreation network accessible to all Americans.

☒ Other Park/ Program performance goal(s)

The Bay Area Water Trail, as conceived, is a network of water "trail heads" that will allow people in canoes, kayaks, and other beachable sail craft to enjoy the historic, scenic, and environmental richness of the San Francisco Bay. San Francisco Maritime NHP will collaborate with other Bay area agencies and organizations to provide access within the park and information on the trail system to visitors.

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Site: SAFR

RECREATION

☒ Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

☒ Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

San Francisco Maritime NHP will expand its ranger-led programs to reach a larger number of its four million national and international visitors.

Specific actions:

1. Expand the Fisherman's Wharf Historic Walking Tour to 4 times per week,
2. Initiate the Alma historic sailing tour on San Francisco Bay, and
3. Provide ranger talks at all special park events.

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Site: SAFR

EDUCATION

☒ Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

☒ Other Park/ Program performance goal(s)

San Francisco Maritime NHP and its non-profit partner, the San Francisco Maritime National Park Association, desire to establish the Maritime Heritage and Learning Center. The Center would be managed cooperatively and involve curriculum-based, adult learning and heritage tourism programs. Located in San Francisco, the Center would reach out to schools and organizations throughout the Bay area - particularly those with diverse or underserved student populations.

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Site: SAFR

EDUCATION

☒ Impart to every American a sense of their citizen ownership of their national parks.

☒ Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

San Francisco Maritime NHP will improve its service to visitors by engaging people in their native language - through brochures, interpreters, and our website. The park will develop opportunities for teenage visitors through the use of technology such as cell phones, iPods, and computer interactives. These materials and programs will be directed towards developing understanding of the park's seafaring mission and the roles of heritage, history, and conservation in their lives.

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Site: SAFR

PROFESSIONALISM

☒ Be one of the top 10 places to work in America.

☒ Other Park/ Program performance goal(s)

San Francisco Maritime National Historical Park values its employees for their contributions in meeting organizational goals and improving efficiency, effectiveness, and economy in the Federal Government. In order to provide reinforcing management systems, the park will take the following actions:

1. ensure timely and appropriate recognition and compensation systems,
2. establish an education fund for every employee to be used for either training, leadership materials, or other personal development,
3. expand and diversify staffing and volunteer programs to include Teacher Ranger, Youth Conservation Corps, Student Conservation Association, etc.

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Site: SAFR

PROFESSIONALISM

☒ Promote a safety and health culture for all employees and visitors.

☒ Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

San Francisco Maritime NHP will continue its commitment to improving conditions and systems that may contribute to incidents and near-misses. The park has significantly reduced its employee and visitor incidents through concentrated efforts in the safety and environmental health arena. For example, the park's historic ships represent some unusual challenges in keeping workers safe - particularly going aloft in the ship's rigging. A park staff member recently attended a week-long train-the-trainer course on safety in the rigging of a historic ship. All staff and volunteers will be required to attend and receive regular updates of this training.

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PROFESSIONALISM

☒ **Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.**

☒ **Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.**

San Francisco Maritime NHP will continue to work with its primary park partner, San Francisco Maritime National Park Association, on increasing their capacity for raising funds and awareness of the park and its resources. Specific efforts include the 2008 Festival of Sail, which will bring international tall ships to the Bay area.

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